

Message Text

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17

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 AGR-10 /024 W

----- 047182

R 201416Z FEB 76

FM AMEMBASSY PRETORIA

TO SECSTATE WASHDC 3844

INFO AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMCONSUL JOHANNESBURG

UNCLAS PRETORIA 0747

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A

TAGS: BEXP/SF

SUBJ: PROJECTED FY 77 PRODUCT LITERATURE DISPLAYS IN SOUTH
AFRICA

REF: STATE 33116

1. CONCUR IN DISPLAYS PLANNED FOR METALWORKING AND FINISHING, PRINT-
ING
AND GRAPHIC ARTS, AND AUTOMOTIVE MAINTENANCE AND REPAIR.

2. METALWORKING AND FINISHING DISPLAY IN NOVEMBER 1976 FITS NICELY
WITH
PLAN OF NATIONAL MACHINE TOOL BUILDERS ASSN TO PARTICIPATE PRIVATELY
IN
THE MACHINE TOOL EXHIBITION TO BE HELD IN MILNER PARK IN 1977.

3. ON SPORTING GOODS AND TOYS WE CONSIDER THAT THE TRADE POTENTIAL FOR

THESE ITEMS WILL BE SHARPLY LIMITED BY SHORTAGE OF FOREIGN EXCHANGE
AVAILABILITY RESULTING FROM SOUTH AFRICAN BALANCE OF PAYMENTS CURRENT
ACCOUNT DEFICIT NOW AND IN FORESEEABLE FUTURE. THESE ITEMS ARE SUBJECT

TO QUOTAS AND WE EXPECT SMALLER, OR CERTAINLY NO LARGER, QUOTAS FOR
CONSUMER GOODS FOR THE REST OF 1976 AND FOR SOME TIME BEYOND. WE
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THEREFORE BELIEVE THAT THIS DISPLAY SHOULD BE POSTPONED UNTIL

SA BALANCE OF PAYMENTS IS CLEARLY IMPROVING SIGNIFICANTLY, WHEN THERE WILL BE HOPE FOR GREATER QUOTAS OR REMOVAL OF SOME ITEMS FROM QUOTA RESTRICTIONS. IF, HOWEVER, COST IS MINIMAL AND DOC, RECOGNIZING THAT THERE WILL BE LITTLE SHORT TERM PAYOFF, STILL WANTED TO UNDERTAKE IT AS A MARKET INTRODUCTION VENTURE, WE WOULD CONCUR PROVIDED PARTICIPATING FIRMS REALIZE LIMITED MARKET POTENTIAL.

4. BELIEVE ALL THEMES APPROPRIATE FOR ALL THREE CONSULATES GENERAL, ALTHOUGH AS DATES DRAW NEARER WE MAY WANT TO DROP DURBAN FROM ONE OR MORE OF THESE EVENTS BECAUSE OF THE SMALL STAFF AT THAT POST.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976PRETOR00747
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760065-0030
From: PRETORIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760230/aaaaaznx.tel
Line Count: 74
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 33116
Review Action: RELEASED, APPROVED
Review Authority: ullricre
Review Comment: n/a
Review Content Flags:
Review Date: 23 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 JUL 2004 by oatisao>; APPROVED <27 AUG 2004 by ullricre>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROJECTED FY 77 PRODUCT LITERATURE DISPLAYS IN SOUTH AFRICA
TAGS: BEXP, SF
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006